



Reporting Indicators (Narrative)
PSI/Haiti
October 2008 – September 2009

USAID/PEPFAR-funded Activities: The location of these activities is nationwide, except where specifically stated below. Implementing partners are cited where involved in specific activities. A description of the activities as well as results follow (organized according to activity groups).

PSI activities carried out from October 2008 – April 2009 were primarily implemented under the PSP/One project. In April 2009 PSI concluded a contract with USAID for the implementation of the PROMARK project which builds on activities previously supported by PSP/One. PEPFAR funds support HIV/AIDS activities included in the PROMARK project.

The total project period for PROMARK is three years from April 2009 through April 2012 with the possibility of an extension for two additional years subject to PSI's performance and the availability of funding. The primary goal of the PROMARK contract is to reinforce the promotion of social marketing as a viable strategy to improve the health of Haitian people by promoting healthy behaviors utilizing behavior change communication (BCC), health product promotion and product sales strategies.

***ACTIVITY 1:** PEPFAR funds will be used to support the expansion of strategically-positioned condom outlets to improve the effective distribution of socially-marketed condoms to meet new and existing demand.*

PSI sold 4,725,120 Pante male condoms and 262,890 Reyalite female condoms from October 2008 – September 2009.

PSI created a total of 1,771 new sales points for Pante male condoms and Reyalite female condoms from October 2008 – September 2009.

Under the PROMARK project, PSI is working in collaboration with NGO partners to increase access in rural areas for condoms. Although partners will not sell socially marketed products, they will play a critical role in identifying gaps and barriers to access within the communities where they are active. In September 2009, PSI conducted an 8 day training for partners POZ and FOSREF focusing on social marketing, technical information about HIV/AIDS, child survival and reproductive health and the role of partners in ensuring local communities know where they can access condoms whether through the public or private sectors.

In addition, PSI completed recruitment of three additional sales agents and nine new field coordinators during the months of July - September. The engagement of these key personnel ensures that PSI maintains a permanent presence in each of Haiti's departments with one coordinator assigned to each department. Field coordinators are responsible for planning and coordination of PSI's activities with the Ministry of Health at the department level as well as with partners active within each department. They are also responsible for supervising activities, identifying new outreach opportunities with local communities, and ensuring sales outlets are adequately stocked.

To better monitor the network of private sector outlets for socially marketed products, including Reylite and Pante, in August- September PSI conducted a comprehensive census of existing sales outlets known to sell PSI's socially marketed products. The census identifies existing outlets by GPS reference point by department, commune and section communal and allows PSI to create a visual map of sales points nationwide and analyze sales by geographic location at multiple levels. New outlets will be integrated into this database.

Throughout the entire period PSI sales agents continued to visit on a regular basis wholesalers nationwide to make sure that they were stocked with condoms and other PSI products.

Complementary activities funded by the Global Fund and KfW/PANCAP during the period covered by this report included:

- The MAP study is available. The study shows that while Pante coverage is variable, overall the coverage rate increased from 52% in 2006 to 73% in 2008; the penetration rate increased from 30% to 42%, and the access rate increased from 52% to 74%.
- With funding provided by KfW/Options, PSI is also training beauty salon owners as part of the strategy to broaden the potential target audience for and increase access to the Reyalite female condom beyond commercial sex workers. Beauty salons are ideal not only because they are frequented by women, but also because of the close relationship between the salon owners and their clients. Beauty salon owners participating in the program will provide correct information to their clients and make the female condom available for purchase in their salons.

From February – July, PSI trained 100 beauty salon owners in Port au Prince, Cap Haitain, Ouanaminthe, Les Cayes and Mirebalais with the aim of reinforcing their knowledge of STI's and HIV/AIDS, correct use of the female condom, negotiation skills with partners, and sterilization of instruments used for hair styling. Since the start of project activities in February, over 26, 120 Reyalite condoms have been sold through these salons.

ACTIVITY 2: *Support and technical assistance will be provided to improve coordination with public sector condom distribution. This assistance will improve the*

coordination of condom distribution within the public sector and ensure that all market segments - including people living with HIV/AIDS (PLWHA) - have access to condoms from the appropriate source. PEPFAR will support the development of networks and linkages between condom social marketing, the private sector, and the public sector (primarily UNFPA and the Ministry of Health) to increase condom distribution coverage and efficiency throughout Haiti.

In order to better understand the total condom coverage (both public sector and socially marketed), PSI conducted a supplementary MAP study for public sector venues and no-logo condoms, with funding from UNFPA. PSI presented the results of this study with donors and partners in November 2008 and the report was shared with all donors and partners. During the first quarter of 2009 the MAP report was sent to commercial distributors.

Following the signature of the PROMARK contract in April, PSI participated in a series of discussions with USAID about the role of PSI's social marketing program vis-à-vis USAID partners receiving commodities for free distribution through the public sector. As a first step towards clearly delineating the role of each partner in the distribution of condoms, PSI has redefined its terminology for defining approved sales points for social marketed products. In the future socially marketed products will only be sold through fixed, private sector sales outlets, and not through public health facilities or community based distribution

PSI has been reviewing options and sounding out partners about the best strategy for harmonizing distribution strategies with the private commercial sector. Towards this end PSI has initiated contact with Mme. Monica Reinbold, a representative of the National Association of Importers and Distributors of Pharmaceutical Products for perspectives on condom distribution from the private sector.

In November of 2008, PSI has developed a partnership with an NGO called PALIH (funded by the Canadian International Development AID) and provided social marketing training to 114 individuals from local organizations affiliated with PALIH that are interested in selling Pante and Reyalite. PSI has also provided these NGO's with educational and promotional materials.

ACTIVITY 3: *In 2008 PEPFAR funds will support the scale-up of targeted condom and other prevention messages through communication activities to improve personal risk assessment, partner reduction, fidelity, and correct and consistent condom use.*

General Population

The period October 2008 – September 2009 was marked by intensive promotional efforts to increase coverage and visibility of Pante (male condoms) and Reyalite (female condoms). Brand specific activities were complimented by generic behavior change communications aimed at encouraging target populations to adopt healthier behaviors for the prevention of HIV/AIDS.

During the period from October – March 2009 PSI conducted 88 promotional activities reaching an estimated 29,250 people with messages about personal risk perception, HIV/AIDS prevention including specific information on Pante and Reyalite, their prices, how to correctly use them as well as where they are available near the activity sites. These promotional activities were organized during days created by the PSI promotion team as well as national and international celebrations such as world aids day, valentine's day, women's day, carnaval, etc.

In addition, during the period May – September PSI and partners FOSREF and POZ conducted a mapping exercise of community networks, developed an integrated annual workplan and set targets for community based interpersonal communications activities. As previously indicated, PSI conducted an 8 day training workshop with project partners in September to lay the foundation for targeted interpersonal communications activities to commence in October 2009.

In order to support the development of appropriate messages and distribution strategies to reach a broader audience and reposition the Reyalite female condom, PSI Haiti is developing a protocol and methodology for conducting a qualitative research survey to help reposition Reyalite. The USAID-funded study aims to identify beliefs to reinforce and to change related to use of the male and female condom, identify current strategies used by target populations to overcome obstacles to the desired behavior, and describe opportunities for communicating with the target audiences. The study will also leverage the participation of the target audience in these focus group discussions to examine attitudes toward Pante condoms. Results will inform the development of future behavior change communications and branded communications strategies and messages for the male and female condom.

Youth

BCC

Youth activities funded by USAID were conducted in 2 departments, the North (Pilate and Limbe) and Nippes (Anse a Veau and Petite Riviere). These targeted departments have a higher HIV prevalence rate than the rest of the country, with Nippes at 3% and the North at 2.9 %, but do not receive as much information as other departments. In order to contribute to reducing the incidence of HIV/AIDS in these departments, PSI uses peer education methods among youth.

PSI established a network of 120 peer educators in 6 secondary schools as below:

- Pilate : Collège Roi Henri Christophe and Lycée National
- Limbe : Lycée Jean Baptiste Cineas
- Anse a Veau : Le Lycee Boisrond Tonnerre
- Petite Rivière de Nippes : Collège Saint Antoine de Padoue and the Lycée Alcibiade Fleury Battier

A total of 10 new youth peer educators were trained in Petite Riviere de Nippes and a refresher course was held for 22 of them, about HIV/STIs prevention and interpersonal communication techniques during the period October 2008- December 2009. The goals were to reinforce knowledge, attitudes and behavior toward about STIs/HIV, adoption of responsible sexual behavior; and reinforce youth capacity in interpersonal communication techniques to better sensitize others on adoption of responsible sexual behavior.

Messages included:

- ❖ Delay in sexual intercourse
- ❖ Reduce the number of sexual partners
- ❖ Consistent use of condoms

Educational materials such as brochures were distributed. A total of 130 youth school bags were distributed to the peer educators.

A total of 200 sessions reaching 1,657 youth were conducted during the last quarter of 2008. During the first quarter of 2009, PSI has been actively identifying the schools that will be reached during the year. Under the PROMARK project peer education sessions with youth will be carried out by project partner FOSREF.

In order to reinforce mass media and interpersonal communications activities, PSI/Haiti has launched a mobile video unit and team (“cinemobile”) to reach communities outside of Port au Prince. From December through September, PSI has held a total of 9 cinemobile activities in the departments of West, Nippes, South, South-east, and North reaching an estimated 10,500 youth.

PSI’s 2008 TRaC survey and qualitative research suggested that access to condoms remains a barrier to condom use among youth. The concerns and reluctance manifested by youth to go to a regular sales point (traditional or not) in order to buy a condom is due to several cultural and social factors. According to these youth sales points owners have a tendency of not selling condoms to them associate their condom purchasing behavior with immorality. This negative attitude has slowed down the act of buying condoms for young people, putting them at greater risk for STI/HIV/AIDS.

In response PSI is working with private sector outlets and partners to develop a network of “youth friendly” outlets for condoms as part of the PROMARK project and with complementary funding provided by KfW. During the period April – September 2009, PSI organized a workshop with an NGO with experience providing youth friendly services, FOSREF, in order to identify the different elements that need to be taken into consideration when creating a youth friendly sales points. Following up from this initial workshop, PSI launched a series of focus group discussions with youth in order to finalize the criteria which will be required to qualify a sales point as youth-friendly. PSI started conducting a series of focus groups to help determine the criteria for “Youth friendly” outlets.

Mass Media

Mass media interventions are used to reach larger numbers of youth and reinforce peer education messages. To this end, KfW/PANCAP funded a generic condom campaign, ABRITE'W. This campaign targets sexually active youth 15-24 years old, and is composed of three spots on three separate barriers to condom use that were identified in the Youth TRaC: peer support, positive attitude toward condoms, and internal locus of control (the belief that one can control factors such as being in love or being in a hurry which may be barriers to condom use). The campaign uses a famous young musician, Michael Benjamin, and a famous young actress, Jessica Geneus, as spokespeople. As a secondary objective, the campaign promotes social support for girls to propose and use condoms, and Ms. Geneus models assertiveness as an attractive trait.

Pre-tested and validated by the MSPP communication team, the campaign was launched in May 2008 at the Lycée Marie Jeanne. During the period of October-December 2008 a total of 1,606 radio and 539 TV spots were broadcasted and monitored.

During this period 100 flip charts on the prevention of HIV and early pregnancy were produced as a guide for peer educators. A total of 9 radio sketches were also produced with the support of KfW/PANCAP to be used during the peer education sessions held with out of school youth.

The creative brief for family planning media campaign targeting sexually active girls from 16 to 25 was developed and the all the bids were received in January 2009. The main objective is to reinforce their capacity for condom negotiation (double protection messages) with loving partners to prevent unwanted pregnancy and STIs/HIV.

During the first quarter of 2009, the agency that will develop this campaign was chosen, the materials were produced, and all spots and pamphlets were sent to the communication team of the Ministry of Health for approval. All the materials are being finalized and will be broadcasted and distributed at the beginning of the fourth quarter of 2009.

Between October and December 08 a fourth edition of the youth journals was produced and 15,000 issues were distributed to youth.

During this quarter, PSI/Haiti developed the terms of reference and launched a tender for an agency or independent consultant to develop a radio soap opera. The soap opera will not only address HIV/AIDS but also family planning and child survival. PSI/Haiti seeks to develop a compelling storyline and characters to humanize the complex issues around HIV/AIDS prevention and reproductive health and place these issues in a context which reflects the reality of life for Haitians. The firm or consultant is expected to be chosen in the next quarter with the first show to air on national and local radio stations at the beginning of 2010.

CSWs

PSI/Haiti interventions with CSWs are conducted with 2 different groups, CSWs in brothels and CSWs working on the streets around some well-known hot spots in Port au Prince.

For CSWs working in the brothels, the PSI condomania program trained peer educators conducted regular peer education sessions in the brothels with educational materials that had been specially developed, including flipcharts, peer educator guides and comic books. With USAID's support, peer educators worked in Port-au-Prince, Cap Haitien, Gonaives, Saint Marc and Port de Paix, a total of 559 sessions were held reaching 3,552 CSW during October-December 2008. From April to September a total of 19 sessions were held reaching 278 CSW and 300 clients in the departments of Nippes, North and South.

PSI reaches CSWs working in the streets through a mobile communication unit called Reyalite Mobile. The Reyalite mobile is a vehicle equipped with MVU equipment that visits 'hot spots' to conduct edu-tainment activities and sell Reyalite condoms to CSWs and their clients. These 'hot spots' include areas around Petionville, Champs de Mars, Cabaret, and Mairie de Port-au-prince. The same strategy is also used during national festivity (Fetes patronales).

Complementary activities funded by the Global Fund and KfW/PANCAP during the period covered by this report included:

- During the last quarter of 2008, three hundred painted Pantè wall murals were completed in the South, Nippes and Grande Anse Department with funding from KfW/PANCAP.
- FSGB/GF funded a branded Pantè campaign. During the month of October 2008, 857 radio spots were broadcasted and monitored nationwide. Between December 08 and February 09 a total of 372 TV spots were broadcasted and monitored.
- PSI also conducted the second-round Youth TRaC and CSW TRaC reports, co-funded by KfW/PANCAP and FSGB/Global Fund. Reports have been finalized and have been shared with partners.
- With complementary funding from KfW and Global fund, a network of youth peer educators had been established in the West, reaching not only the in-school but also the out-of-school youth such as street kids and those living in domestic servitude. During October-December 2008 a total of 190 sessions were held reaching 5,812 in school youth and 124 sessions were held reaching 154 out of school youth.
- With complementary funding from the Global Fund, activities were also conducted in Miragoane and Port-au-prince, where 111 sessions were organized reaching 1,500 CSW and 421 clients.
- In addition to ongoing outreach activities with CSWs, PSI conducted a qualitative research survey in July – August among clients of commercial sex workers funded by KfW. PSI is currently analyzing results with a final report to be shared with partners in November 2009.
- A total of 34 Reyalite mobile sessions were conducted with co-funding by KfW/PANCAP, reaching an estimated 3,512 CSWs.

Activities financed by CDC/ PEPFAR:

Prior to April 2009, PSI's VCT activities funded by the CDC/PEPFAR were located in and around Port-au-Prince. Following discussions with the CDC about how to better target VCT services, PSI has prioritized areas of high prevalence including populations living in border areas, the Nippes department, Carrefour and Croix des bouquets since June. PSI is working with one sub-contractor, GHESKIO, which provides quality control of test results. A description of the activities as well as results follow (organized according to PEPFAR indicators).

PSI/Haiti's VCT services are provided to the population by using a mobile approach in partnership with approximately 40 health centers, community-based associations, universities in the West department, and in public places (parks for example). The following section presents a description of VCT services, the results in terms of people tested and enrolled and also presents some of the project constraints and lesson learned.

Indicator 6.2: Number of individuals who received *counseling and testing for HIV* and received their test results (excluding pregnant women)

During this period a total of 7,809 people were tested for HIV, among them 127 were tested positive (1.62 % prevalence). All clients tested received their results the same day.

The HIV testing protocol uses first the rapid test "Determine" and in case of a positive result a more specific one the "Capillus" as per the national testing protocol established by the Ministry of Health. PSI Haiti quality control analyses are conducted by GHESKIO. PSI sends to GHESKIO all the positive or discordant test results are sent to GHESKIO as well as 10% of all of those tested negative for external quality control. To date 100% of all the tests performed by PSI show the same results found by GHESKIO.

One of the project's main challenges is to ensure that people tested positive are enrolled in a psycho-social support program. Although PSI's mobile teams systematically referred HIV+ clients to care services in Year 1, the referral card tracking system did not yield the desired results and PSI was unable to accurately track the number of clients that were actually using post-test care and support services.

In order to increase uptake of services and improve tracking for follow-up in Year 2, PSI recruited and hired People Living with HIV/AIDS (PLWHA) as staff members to serve as 'accompagnateurs'. These 'accompagnateurs' are an integral part of the mobile CT team and provide immediate support on site once a client tests positive for HIV. They help to explain the advantages of care and support services and they physically accompany clients to the nearest care and support center for the initial meeting (partners are DASH, Fame Perero, GHESKIO, HUEH and Diquini Hospital).

The accompagnateur program has been a considerable success. During this period more than 75% of those tested positive utilized care and support services as compared to the

5% of individuals utilizing those services that PSI was able to track through referral cards in 2006.

During the period January-March 2009, PSI also signed a partnership agreement with HUEH (State university hospital) and FAME PEREO (NGO) for care and support of PLWHA.

Indicator 6.3: Number of individuals trained in counseling and testing according to national and international standards

During this period no additional counselors were trained in counseling and testing.

Communication activities (no indicator)

The goal of the communication activities is to inform the population about the availability of VCT services, to reinforce HIV knowledge and create demand for VCT services.

PSI has implemented a mass media campaign to encourage counseling and testing for everyone and to promote VCT as means of healthy living and without stress. Between December 2008- March 2009 the media campaign ‘Savoir et Agir’ (Know and Act), which includes one TV spot and two radio spots, was broadcast. A total of 1,924 radio spots and 39 TV spots were broadcasted and monitored during this period. The campaign encourages HIV testing for everyone and promotes VCT as a means of living healthy and without stress.

During the period of April to September 2009, two new radio spots were produced and pre tested. The new spots promote the use of VCT in couples and reassure the population that care and treatment services are available after the test. The new spots will be aired starting in October 2009. In addition to the above, a total of 5,000 prescription pads were also produced during this period.

During the period of April to September 2009 PSI also organized a total of 6 special testing events including a high profile event on international testing day organized in collaboration with Scotiabank, and several “fetes patronales” in Anse a Veau, Miragoane, Nippes, Marchand Dessalines and Croix des bouquets. During this period education and VCT activities were also organized in a brothel called “gwo maman” allowing commercial sex workers to have access to mobile VCT services.

Finally, during the period of April and September 2009 PSI held several meetings with the departmental director of Health from Les Nippes in order to present to him the project and to create a synergy between the Ministry of Health and PSI. A meeting also took place between PSI and UNAIDS, Panos Caraibes on the best strategy to use to reach prisoners.